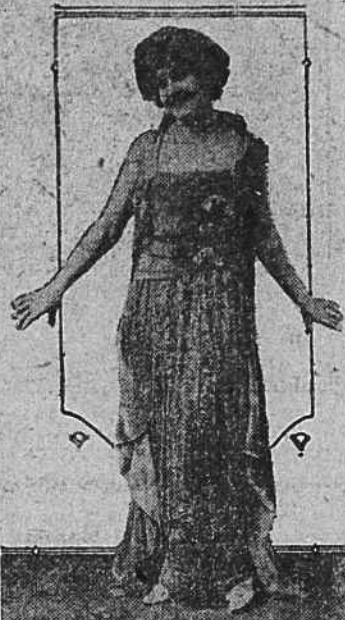


In the World of Motion Pictures



For this week's fashion beauty I have selected Violet Mercereau, the well known Imp star. Where can you find a more winsome movie player than this charming girl with the sweet, sensitive eyes? In this magnificent gown of shimmering velvet and spangled lace she is quite beyond our expectations, for we seem to know Miss Mercereau more for her ability as a great actress than as a leader of fashion. It is therefore the more gratifying to learn that she is possessed of excellent taste and is always seen to

beautiful picture presented by Miss Little in this play. As to the story: "A Page from Life" is indeed a descriptive title. Rita Carter (Miss Little), the daughter of an artist, who has been forced to utilize his skill with the pen for un-



worthy purposes, meets the man who has been selected by her father's band of thieves for their next victim, falls in love with him and then discovers her father's connection. How she finally succeeds in gaining happiness is shown in a well staged picture, and needless to say Miss Little is a treat throughout.

Frances Nelson, the new Imp-Universal star, is without doubt one of the busiest little ladies in filmdom. She must be in order to live up to her reputation of being one of the best dressed stars on the screen. In "Ambition," a new Universal release, she wears a pretty afternoon costume of black velvet with blue chambray tunic, the tiny velvet buttons making

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GOWNS

Worn by Mabel Trunelle in Edison Picture Are Attracting Much Attention.

The gowns worn in "Young Mrs. Winthrop," by the Edison star, Miss Mabel Trunelle, have been attracting considerable attention from the fashion writers who have seen the first showing of the film, to be released on January 1. Miss Trunelle's marked ability "to wear her clothes well" and the taste she displays in their design have brought many requests for portrait feminine subject.

One, an afternoon gown is of grey velvet, with black velvet hat trimmed with brown mudids and skunk fur, with muff to match. Another afternoon gown was of sape colored broadcloth, with a short jacket, full skirt and a collar of marlin; worn with a large velvet hat. One evening gown was of pink chambray trimmed with gold embroidery and accented plaited chiffon. Another evening gown was of old rose satin, trimmed with black jet and allover white lace. Two opera coats were worn, one of black velvet striped with silver braid, with the collar and cuffs of white fox. The other coat was of gold colored chambray trimmed with white fox.

NEW POLICY

Of Vitaphone Company Promises to Be a Boon to Exhibitors.

The Vitaphone Company of America has instituted a new policy for the new year that will be a boon to the exhibitors and put a big punch in their programs for the year 1915. By special arrangement with the Broadway Star Feature Company, all the three-part Broadway Star Features that have had their first showing at the Vitaphone theatre, will be placed in the regular General Film Service.

The first four releases will be: "Two Women," a drama, released on Tuesday, January 5; "The Sage Brush Gal," a drama, released on Tuesday, January 12; "Underneath the Paint," a drama, released on Tuesday, January 19; and "The Evil Men Do," a drama, released on Tuesday, January 26. All of these have been proven instantaneous irresistible successes and are the biggest kind of drawing cards.

Truth of Remarkable

Words of Victor Hugo

is Shown by Picture

It seems to be a part of this colossal system that rules the universe never to permit an offender against the code to go unpunished. Sometimes the offender goes free for a long time, but before he receives the last call he expires his crime in one way or another, but expiate it he does. This is the unalterable law. It is a natural law. And it can no more be circumvented than can a



mere mortal make a river flow uphill or invert a mountain upon its peak.

Victor Hugo, the brilliant French raconteur and literature, known to the world as the author of that immortal classic, "Les Miserables," once wrote, "For the world lets everything perish which is nothing but selfishness—everything that does not represent an idea or a benefit for the human race."

In "The Accusation," a two reel photoplay produced by Harry C. Myers at the West Coast studios, the truth of Hugo's remarkable words is brought home with startling effect. The moral is there as big as day. You can't miss it; you can't get away from it.

ARNOLD DALY JOINS PATHE

Famous Actor Will Take Part of "Craig Kennedy" in a New Serial.

Arnold Daly, who through his work in "Candida," became in such a short space of time one of the most talked of actors in America, has signed with Pathe to take leading parts in their new serial, "The Exploits of Elaine." That Mr. Daly stands in the very front rank of the theatrical profession today is self evident, and that he has been signed by Pathe for the new serial proves conclusively that "The Exploits of Elaine" will be a vastly different proposition from "The Perils of Pauline" in that the new story will require



most artistic interpretation, and not depend so much upon sensational incidents for its interest.

An Object Lesson
Mr. Daly is an object lesson to the

(Continued on page 5, third section)

FAKE CURES

Are Mercilessly Exposed in "The Derelict," a Forthcoming Kalem Release.

What is perhaps one of the most merciless exposures of the danger which lies in the use of fake "cures," is contained in "The Derelict," the Kalem drama which is to be released Wednesday, December 20.

Miss Marin Sais, the charming Kalem leading actress, who enacts the role of the wife in this drama, has had ample opportunity to observe the results of the use of the habit forming remedies. When not engaged in working before the camera Miss Sais does settlement work and frequently finds wretches who contracted the drug habit by too frequent use of "catarrhal" powders and "headache cures." It is because the producing director embodied Miss Sais's suggestions in "The Derelict," that photoplay patrons will find this drama of unusual realism.

ACTED SICKNESS TURNS OUT REAL

In the "Premature Compromise" of the Edison "Young Lord Strangle" series, one of the best parts is where Marc MacDermott and Yale Benner impersonate a sea sick pair aboard the lord's yacht. The boat had rocked with just the right swing, everything "had gone beautifully" as the director enthusiastically declared and he was stopping up to congratulate the two upon the splendid "life like" acting when, with a weak "Thank You," both quickly made their way to the rail of the boat and doubled up and "rendered under Caesar." The four hours rehearsing on the rocking boat had been too much—the "acting" of the picture was real—for both were sick men for some hours afterward.

PRETTIEST "HELLO" GIRL PROVES GOOD ACTRESS

Hundreds of thousands of persons throughout the country are eagerly awaiting the Essanay photoplay, "The Way of the Woman," because of the widespread interest it attracted in the selection of the most beautiful telephone girl in America to take a part in the play. Thousands of girls entered the contest and Miss Irene Estelle Hough, a nineteen year old girl of Omaha, Neb., was picked as the winner. She took the part of Dorothy in the play and proved as good an actress as she is beautiful, with the result that the play is one of exceptional merit.

"DRIVEN" HINGES ON VERDICT OF DOCTOR

"Driven," a drama by E. Temple Thurston, has just been produced in New York, with Alexandra Carlisle in the leading role. The story is of a young married woman who overhears the doctor's verdict that she can live but eighteen months longer at the most. She determines on living this short span in getting all she can out of it and to this end is arranging to run away with a handsome military man from a matter-of-fact business husband when she learns she can be cured, and returns to her home.

THEY ARE "FILMED" IN FILMY ATTIRE

Mary Fuller has no fear of the chilling blasts which sweep the summit of the pallsades, and she proved this the other day when she stood before a rocky hollow and in a very filmy garment of leaves and grass, while the camera clicked coldly. The scene was a vision in "My Lady High and Mighty," a vision in which she was supposed to see herself back in the so-called "cave days." Robert Hill garbed in the scanty clothing of the cave man, shivered beside.

HOLIDAY PREMIERE OF "SECRET SPRINGS"

The New York premiere of "Secret Springs" will be given at the Longacre theatre December 28. Lou Tellegen will appear as Rene, the principal character of the play. In the cast will also be Mary Nash, Hamilton Revelle, Frederic de Belleville, Marion Abbott, Blanche Yurka, Frank Sterling, Charles Coleman, Leonard Gray, Charles K. Gerard, Sidney Stone, Emmy Oswald and Arthur P. Hyman.

"The Call of the Waves" A Realistic Photodrama

Love, that priceless gift of the gods, which a certain well known humorist describes as being composed of "a little sighing, a little crying and a lot of lying," has saved many a weak man—and a woman too—from the slimy depths of perdition. The records of Eros are replete with instances where that supreme feeling which his Eden tipped arrows engen-



der in the human heart has exerted an influence so potent as to change the entire life course of many of God's little pawns. But no story yet told bears such absolute witness to the remarkable power of Eros as "The Call of the Waves," a truly singular Universal photoplay featuring filmdom's popular stars, Francis Ford and Grace Cunard. It is a picture once seen screen one experiences the same sensation as when entering a warm room following a walk on a frosty day. And as the story unfolds itself gradually one begins to understand why Frank, scion of a wealthy and prominent family, a man whose life has been devoted solely to the pursuit of pleasure, forgets the life he was born into and loses his heart to this simple little maid of the sea.

"SLIPPERY SLIM" IS MARRIED FOR SURE



Victor Pote, who as "Slippery Slim" of Essanay's "Snakeville" comedies, has been married scores of times in photoplays, turned serious long enough to go through an actual ceremony. He was married to Miss Mildred Pam, of Chicago, daughter of Leopold Pam, a theatrical manager, and a niece of former Judge Hugo Pam of Chicago. The couple had a whirlwind wooing of only a week.

SCREEN FLASHES

The Alco Film Corporation announces that the production of Popular Plays and Players, Inc., to follow Madame Olga Petrova in "The Tigris" will be Thomas Jefferson and Adelaide Thurston in the famous melodrama, "Shadows of a Great City" in photoplay form.

A minute inspection of one of the mansions of Pasadena, Cal., and a complete inventory of the lavish furnishings contained therein helped to make absolutely genuine in reproduction "The Master of the House," a coming feature release of the Ince companies.

A gripping story of an attempt to steal valuable government timber lands is the principal theme in the Romance-Mutual thriller, "The Forest Thieves," written by Arthur Chapman and produced by "Sheriff" Arthur Mackley at the Mutual studios in Los Angeles.

Ben Wilson is playing the part of a man, whose doctor has given him six months to live. The theme is novel to an extreme, and one which will be well mastered by Mr. Wilson. The title will be "Six Months to Live."

Private showings of the Alco release, Mme. Olga Petrova in "The Tigris," have so impressed film men that Popular Plays and Players, Inc., has engaged the noted Anglo-Polish actress for other film dramas.

Blanche Sweet is featured as a sweet tempered, lovable old maid in the Majestic-Mutual drama, "Old Maid Dorothy," suggested by the poem of

John T. Trowbridge, "Dorothy in the Garrett."

"Fantasma," the Edison five-part feature production of the famous Hanlon Brothers' stage play of that name, is one of the most novel, mystifying and droll fantasies of fairyland beauty ever created. It tells of the noble Prince Arthur, enraptured with the lovely Princess Lena, who wins her as his betrothed only to have his happiness snuffed out by Zamiel, monarch of the infernal regions, who takes Princess Lena for his own.

"Sugar Making in Cuba" is a good education film produced by the Electra people. All sides of the sugar making industry, from the cutting of the growing cane to the point where the sugar in bags is shipped to foreign countries, are shown.

"The Alarm of Angelon," put on by the Flying "A" Company, under direction of Henry Otto, is a colorful one reel drama, featuring George Field as Angelon, a poor Italian emigrant. Mr. Field's impersonation of Italian characters shows a keen appreciation of racial traits.

"The Glory of Clementina Wing," adapted from the novel by William J. Locke, a writer of worldwide reputation, whose stories are filled with powerful dramatic incidents, is a gripping multiple reel Edison feature to be released in January.

A most pretentious Selig production (Continued on page 5, third section)

It Will Unlock Every Emotion In Your Heart.

It Will Unlock Every Emotion In Your Heart.

Coming Monday

"THE SEA NYMPHS"

(In two parts)

A special Keystone comedy featuring Keystone Mabel and Fatty Arbuckle

A BIG SCREAM

Read The Story In The Exponent Every Sunday

Commencing Wednesday, December 23rd.

The Most Thrilling Mystery Serial Ever Produced--

"THE MASTER KEY"

ROBERT LEONARD AND ELLA HALL OF REX UNIVERSAL FAME

By JOHN FLEMING WILSON, Featuring

ORPHEUM THEATRE

Fifteen Episodes Of Two Parts Each--

Read The Story In The Exponent Every Sunday

Coming Tuesday

"THE LURE"

(In five acts)

By George Scarborough. A Shubert feature which created a sensation at the Maxine Elliot Theatre, New York.

--Every Wednesday For Fifteen Weeks